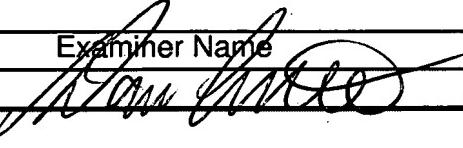


# ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	METHOD AND SYSTEM OF ADVERTISING						
Application Number : 10/616000 Confirmation Number: 1040 First Named Applicant: Earl Littman Attorney Docket Number: 2180-00101 Art Unit: 2121 Examiner: Search string: ( 1810264 ).pn							
<b>US Patent Documents</b>							
<b>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</b>							
Init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
DU	1	1810264	1931-06-16	Bonitz			
<b>Remarks</b>							
Note: Remarks are not for responding to an office action.							
The submission of this Supplemental electronic Information Disclosure Statement (eIDS) is not an admission that the art cited is "prior" with respect to the present invention, nor is it a representation that no better art exists. Applicants hereby reserve the right to swear behind or otherwise disprove any alleged "prior" nature of any art cited should the facts support and the situation warrant such an action. It is submitted that the art cited does not constitute a bar to the patentability of Applicants' invention under 35 U.S.C. 102 or 103.							
<b>Signature</b>							
Examiner Name				Date			
				91357			

# ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	METHOD AND SYSTEM OF ADVERTISING
Application Number :	10/616000
Confirmation Number:	1040
First Named Applicant:	Earl Littman
Attorney Docket Number:	2180-00101
Art Unit:	2121
Examiner:	
Search string:	( 1810264 or 2595993 or 4670798 or 4984098 or 5032716 or 5264822 or 5305197 or 5448226 or 5504675 or 5630068 or 5793281 or 5887271 or 5923252 or 5966695 or 5966696 or 6091956 or 6236330 or 6236975 or 6246994 or 6256046 or 6282516 or 6285987 or 6327570 or 6390376 or 6434530 or 6484146 or 6484148 or 6523743 or 6529940 or 6535132 or 6571279 or 6591247 or 6619545 or 6659344 or 6760706 or 6783459 or 6788202 or 6820062 or 20010011227 or 20010013011 or 20010018668 or 20010038034 or 20020005775 or 20020008626 or 20020010622 or 20020011517 or 20020016740 or 20020019774 or 20020022961 or 20020022995 or 20020026359 or 20020033794 or 20020040316 or 20020046100 or 20020052786 or 20020065680 or 20020087335 or 20020095328 or 20020099593 or 20020107730 or 20020116265 or 20020120498 or 20020128907 or 20020138433 or 20020147638 or 20020161639 or 20020165731 or 20020165758 or 20020165764 or 20020169653 or 20020170961 or 20020174013 or 20020184089 or 20020186133 or 20030006911 or 20030018522 or 20030078840 or 20030083931 or 20030088832 or 20030126013 or 20030144905 or 20030171975 or 20040044574 or 20040078260 or 20040093265 or 20040150526 or 20020062246 or 20020143937 ).pn

## US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
DL	1	1810264	1931-06-16	Bonitz			
	2	2595993	1952-05-06	Templeman et al.			
	3	4670798	1987-06-02	Campbell et al.			
	4	4984098	1991-01-08	Buntsis			
	5	5032716	1991-07-16	Lam et al.			
	6	5264822	1993-11-23	Vogelman et al.			
	7	5305197	1994-04-19	Axler et al.			
	8	5448226	1995-09-05	Failing, Jr. et al.			
	9	5504675	1996-04-02	Cragun et al.			
▼	10	5630068	1997-05-13	Vela et al.			

DL	11	5793281	1998-08-11	Long			
	12	5887271	1999-03-23	Powell			
	13	5923252	1999-07-13	Sizer et al.			
	14	5966695	1999-10-12	Melchione et al.			
	15	5966696	1999-10-12	Giraud			
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	20	6256046	2001-07-03	Waters et al.			
	21	6282516	2001-08-28	Giuliani			
	22	6285987	2001-09-04	Roth et al.			
	23	6327570	2001-12-04	Stevens			
	24	6390376	2002-05-21	Bermel			
	25	6434530	2002-08-13	Sloane et al.			
	26	6484146	2002-11-19	Day et al.			
	27	6484148	2002-11-19	Boyd			
	28	6523743	2003-02-25	Patterson et al.			
	29	6529940	2003-03-04	Humble			
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	31	6571279	2003-05-27	Herz et al.			
	32	6591247	2003-07-08	Stern			
	33	6619545	2003-09-16	Harris			
	34	6659344	2003-12-09	Otto et al.			
	35	6760706	2004-07-06	Ambrose et al.			
	36	6783459	2004-08-31	Cumbers			
	37	6788202	2004-09-07	Holmes et al.			
✓	38	6820062	2004-11-16	Gupta et al.			

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Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
DL	1	20010011227	2001-08-02	Ashery et al.			
	2	20010013011	2001-08-09	Day et al.			
	3	20010018668	2001-08-30	Yanase et al.			
	4	20010038034	2001-11-08	Bermel			
	5	20020005775	2002-01-17	Sonnendorfer et al.			
	6	20020008626	2002-01-24	Waters et al.			
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	9	20020016740	2002-02-07	Ogasawara			
	10	20020019774	2002-02-14	Kanter			
	11	20020022961	2002-02-21	Sepanaho			
✓	12	20020022995	2002-02-21	Miller et al.			

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	14	20020033794	2002-03-21	Paulson				
	15	20020040316	2002-04-04	Shin et al.				
	16	20020046100	2002-04-18	Kinjo				
	17	20020052786	2002-05-02	Kim et al.				
	18	20020065680	2002-05-30	Kojima et al.				
	19	20020087335	2002-07-04	Meyers et al.				
	20	20020095328	2002-07-18	Swart et al.				
	21	20020099593	2002-07-25	Kraft et al.				
	22	20020107730	2002-08-08	Bernstein				
	23	20020116265	2002-08-22	Hernandez				
	24	20020120498	2002-08-29	Gordon et al.				
	25	20020128907	2002-09-12	Sato et al.				
	26	20020138433	2002-09-26	Black et al.				
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	37	20030006911	2003-01-09	Smith et al.				
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	44	20030171975	2003-09-11	Kirshenbaum et al.				
	45	20040044574	2004-03-04	Cochran et al.				
	46	20040078260	2004-04-22	Milgramm et al.				
	47	20040093265	2004-05-13	Ramchandani et al.				
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	49	20020062246	2002-05-23	Matsubara				
V	50	20020143937	2002-10-03	Revashetti et al.				

### Remarks

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**Signature**

Examiner Name	Date
	9/2/03

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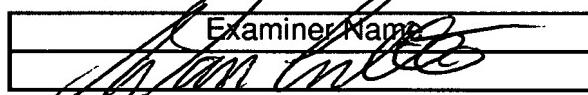
Electronic Version v18

Stylesheet Version v18.0

Title of Invention	METHOD AND SYSTEM OF ADVERTISING																																																														
<p>Application Number : 10/616000 </p> <p>Confirmation Number: 1040</p> <p>First Named Applicant: Earl Littman</p> <p>Attorney Docket Number: 2180-00101</p> <p>Art Unit: 2121</p> <p>Examiner:</p> <p>Search string: ( 6826554 or 6837436 or 20040172328 or 20040230482 or 20050010475 ).pn</p>																																																															
<h3>US Patent Documents</h3> <p>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</p> <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td>DC</td><td>1</td><td>6826554</td><td>2004-11-30</td><td>Sone</td><td></td><td></td><td></td></tr><tr><td>DC</td><td>2</td><td>6837436</td><td>2005-01-04</td><td>Swartz et al.</td><td></td><td></td><td></td></tr></tbody></table> <h3>US Published Applications</h3> <p>Note: Applicant is not required to submit a paper copy of cited US Published Applications</p> <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Pub. No.</th><th>Date</th><th>Applicant</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td>DC</td><td>1</td><td>20040172328</td><td>2004-09-02</td><td>Fukui</td><td></td><td></td><td></td></tr><tr><td>DC</td><td>2</td><td>20040230482</td><td>2004-11-18</td><td>Hendrickson</td><td></td><td></td><td></td></tr><tr><td>DC</td><td>3</td><td>20050010475</td><td>2005-01-13</td><td>Perkowski</td><td></td><td></td><td></td></tr></tbody></table> <h3>Remarks</h3> <p>Note: Remarks are not for responding to an office action.</p> <p>The submission of this Supplemental electronic Information Disclosure Statement (eIDS) is not an admission that the art cited is "prior" with respect to the present invention, nor is it a representation that no better art exists. Applicants hereby reserve the right to swear behind or otherwise disprove any alleged "prior" nature of any art cited should the facts support and the situation warrant such an action. The relevance of the cited art is that it was identified by a</p>								init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass	DC	1	6826554	2004-11-30	Sone				DC	2	6837436	2005-01-04	Swartz et al.				init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass	DC	1	20040172328	2004-09-02	Fukui				DC	2	20040230482	2004-11-18	Hendrickson				DC	3	20050010475	2005-01-13	Perkowski			
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searcher commissioned by a potential investor in the technology of the above-identified application.

**Signature**

Examiner Name	Date
	917607



PTO/SB/08A (08-03)

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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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of

**Complete if Known**

Application Number	10/616,000
Filing Date	July 9, 2003
First Named Inventor	Earl Littman
Art Unit	2121
Examiner Name	Not Yet Assigned
Attorney Docket Number	2180-00101

**Examiner Signature**  **Date Considered** 9/7/07

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STATEMENT BY APPLICANT

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One

of Two

## Complete if Known

Application Number	10/616,000
Filing Date	July 09, 2003
First Named Inventor	Earl LITTMAN
Art Unit	Unknown
Examiner Name	Unknown

Attorney Docket Number 2180-00101

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (# known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
DC		US- 4,130,801	12-19-1978	Prygoff	
		US- 4,962,466	10-09-1990	Revesz et al.	
		US- 5,305,195	04-19-1994	Murphy	
		US- 5,392,066	02-21-1995	Fisher et al.	
		US- 5,557,721	09-17-1996	Fite et al.	
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		US- 6,341,668	01-29-2002	Fayette et al.	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (# known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear

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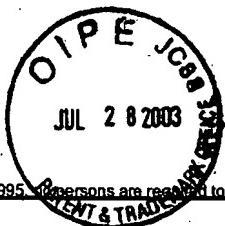
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INFORMATION DISCLOSURE  
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Sheet

Two

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Two

## Complete if Known

Application Number	10/616,000
Filing Date	July 09, 2003
First Named Inventor	Earl LITTMAN
Art Unit	Unknown
Examiner Name	Unknown

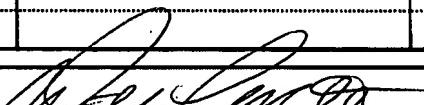
Attorney Docket Number 2180-00101

## U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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DC		US- 6,385,592	05-07-2002	Angles et al.	
		US- 6,390,376	05-21-2002	Bermel	
		US- 6,414,602	07-02-2002	Polyakov	
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Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				

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